

A REPORT TO
The President of the United States
LYNDON B. JOHNSON
BY THE 4-H CLUBS OF THE U.S.A.

1967



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National 4-H Service Committee
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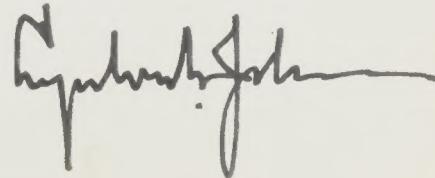
THE WHITE HOUSE
WASHINGTON

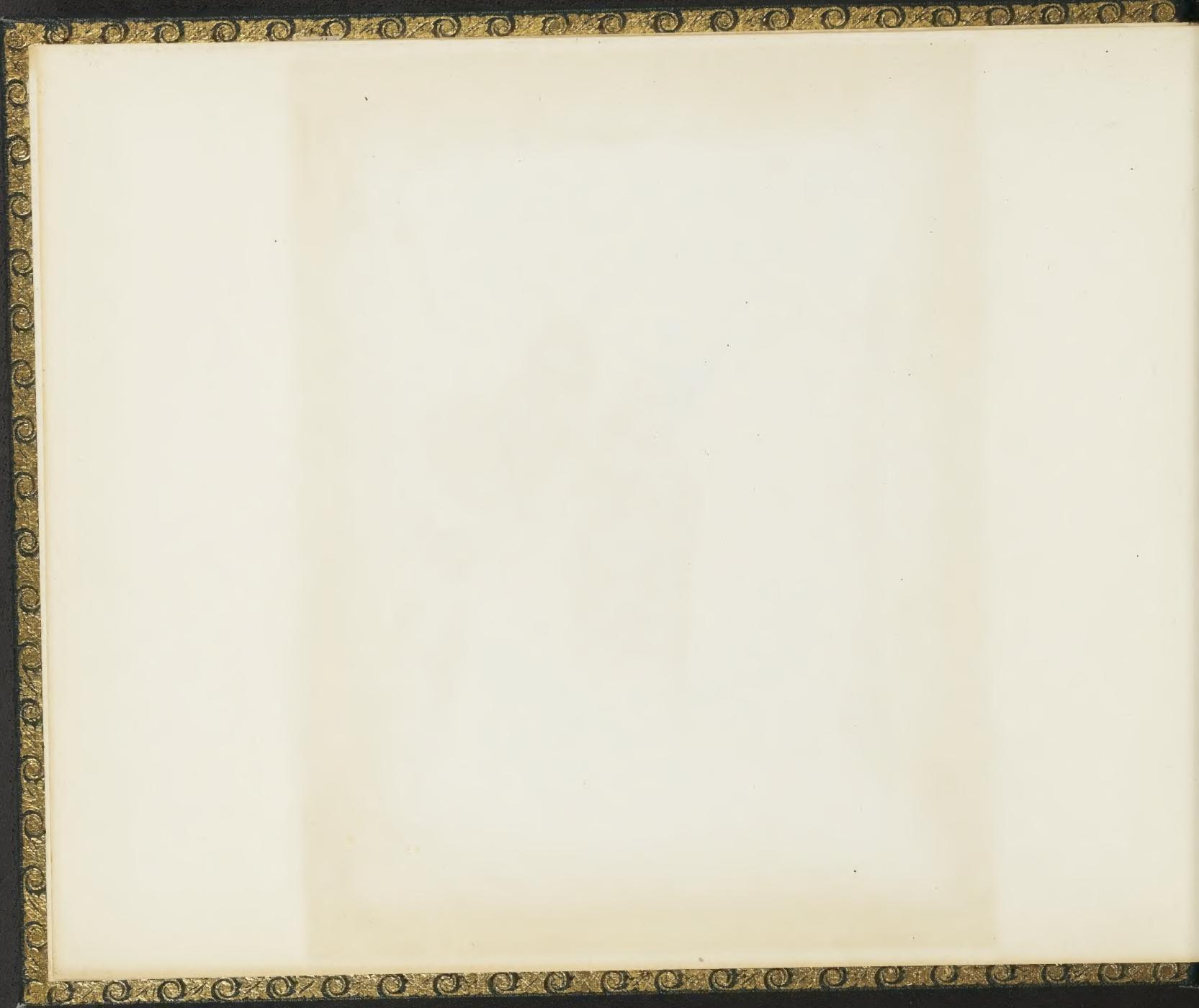
Dear 4-H Club Members:

Your theme for 1967 is wisely chosen. This is, indeed, "The World of Opportunity." And this is a wonderful time to be alive, for it is filled with opportunities to serve our fellowmen in rural America, in our cities, and around the world.

Our country's progress is based on the knowledge, skills, vigor and courage of its youth. We depend on young citizens for leadership and service. It is thus heartening to know that you are equipping yourselves for this responsibility through 4-H work.

I hope each of you is able to influence other young people to follow your example as you develop your head, heart, hands and health through 4-H.





4-H-A WORLD OF OPPORTUNITY



4-H is the youth education program of the Cooperative Extension Service. It is conducted jointly by the U.S. Department of Agriculture, the State Land-Grant Universities, and County governments. Two non-government organizations teamed with Extension to advance 4-H work are the National 4-H Service Committee and the National 4-H Club Foundation.





4-H is 2,750,000 boys and girls "learning by doing." It is half a million volunteer leaders guiding and teaching. It is also the Land-Grant University, the County governments, and the Department of Agriculture cooperating and planning. And it is the Friends of 4-H stimulating and supporting.



Any boy or girl, 9-19 years old, may join one of the country's 96,000 4-H Clubs. Members learn democracy by practicing it. They elect officers who conduct meetings, plan programs, and carry on the business of the club. Development of head, heart, hands, and health is the goal.



4-H'ers in this West Virginia club study their project manuals with their volunteer 4-H leader. Half a million adults in all 50 States and Puerto Rico "reach and teach" 4-H members.



Modern 4-H programs emphasize the "science why's" as well as "how's" in their "learn-by-doing" projects.



4-H uses the "project way" of teaching. Each member chooses one or more interest areas that fit his home situation. Beef, dairy, swine, and sheep are important animal science projects enrolling more than 500,000 members. Veterinary science, stressing animal health, is a popular new learning experience.



These Allen County, Ind., 4-H'ers intently watch proper soldering techniques to make a radio receiver. Such electronics, also electrification and woodworking, are among 4-H projects growing in popularity.



The automotive project, emphasizing maintenance and safety, is a "natural" for teenagers like this 4-H'er.



This Kansas 4-H girl loves dog care and training. It is one of the fastest growing projects because it is adaptable to town and country.



4-H is open to all youth, wherever they live and regardless of economic or cultural background. These New Jersey girls find food-nutrition a fine project, as do nearly 700,000 other 4-leaf clover youth!



Extension Service "subject-matter specialists" assure that information is accurate and easy to understand. Here a Cornell University specialist gives information members may use in their own planning and planting for beauty.



Home grounds beautification is a major interest of this Michigan 4-H girl. She learns the safe use of pesticides too, in keeping down the harmful insect population.



At a 4-H camp in Texas, these two groups of 4-H'ers learn from able leaders how to appreciate nature, understand conservation, and use resources wisely.



Valuing and conserving our natural resources is an aim of 4-H members everywhere. And when you have an outdoor "living lab," learning is easy and pleasant!



Outdoor cookery attracts younger and older 4-H'ers like these in Virginia, and has masculine as well as feminine appeal. And, of course, the real proof of the cooking is in the eating thereof!



Teenage livestock judges in Montana get a consumer's-eye view, when they see the animals they judge go from on-the-hoof to on-the-rack in cold storage!



Trina Ossowsky, a junior 4-H leader of St. Louis County, Mo., teaches younger girls to sew. The 4-H clothing project enrolls 703,000 girls and boys nationally. Many other youth get clothing help in special interest groups and workshops.



Youthful consumers, like Sam Snell of Illinois here, spend an estimated 15 billion dollars a year of their own money, much of it shopping for clothing. Know-how in choice and care is helpful to boys and girls alike.



Valerie Capoeman of the Quinalt Indian Reservation in Washington State is an active 4-H'er, even though she is blind and her 4-H project manuals are in Braille.



4-H Opens the Door for the Mentally Retarded

Cooperative Extension Service • Oregon State University • Corvallis
9-67-10M

4-H 028L





Besides its own educational programs for disadvantaged youth, 4-H contributes to others' efforts. This 4-H'er is one of 30 older teenagers in Orange County, N. Y., who assists with Head Start. To qualify, each completed an intensive 4-H training program in working with children.



Harris and Brazos Counties, Tex., conducted a five-day camp for boys and girls, 10 to 13, from disadvantaged homes. The camp was planned as a step toward expanding 4-H to more such young people. Similar camps have been conducted in many places over the country.



The 4-H tractor program helps this young man in Alabama learn safe operation of expensive equipment. Such training and proof of competency are increasingly necessary these days for employment within Labor certification standards.



Danny Rickett, 17, of Missouri, selected forestry as his 4-H project to help pay for college. In 1960, he set out 2,500 Scotch Pines for Christmas trees, and has already sold \$1600 worth for the 1967 season. At least half are left to sell in 1968 and 1969.



Older 4-H'ers in St. Johnsbury, Vt., staffed a youth employment center to get results in getting jobs. Summer Opportunities for Students was a program worked out cooperatively by the County Extension Agent with the Vermont State Employment Service.



4-H career exploration teaches job opportunities in relation to one's own interests and abilities. Trips are planned to places like this where focus is on the workers, kinds of positions, skill levels, education and training required--and chances for employment.





Nearly three-quarters of a million boys and girls have had a chance to "join 4-H by television" this year. Each TV Action Club 4-H'er has a workbook to supplement the knowledge he gains in each series of 10 TV programs.



Team efforts between Extension Service and Public Housing officials have resulted in expanded 4-H programs in heavily populated areas. In some cases, Housing authorities have provided work centers such as this in Buffalo where a 4-H group is meeting.



More than 250,000 youth have fun and fellowship while they learn at 4-H camps each summer. Purposeful recreation, and constructive leisure, accent the "health H" in 4-H.



The Oregon 4-H Education Center

"Building Today for Tomorrow"

A highlight of summer programs for older 4-H'ers is the State 4-H Conference, usually held on the campus of a land-grant university. Here hundreds of 4-H members in Oregon make "4-H" come alive! The small group in the center are the elected 4-H Council members.



The National 4-H Center on the edge of Washington, D. C., is home to the National 4-H Conference in April each year, and also to the annual Citizenship Short Course series. About 4,000 4-H'ers from 36 States enrolled in the week-long series for 14 weeks this past summer.



Right after Thanksgiving each year, the Conrad Hilton Hotel in Chicago buzzes with activity as 1600 4-H'ers from all States and Puerto Rico come together for "the time of their lives." Every delegate earns the 4-H Congress trip through outstanding 4-H achievement.



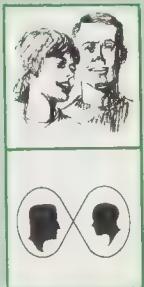
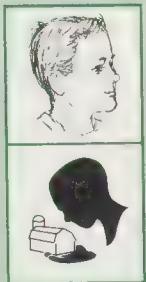
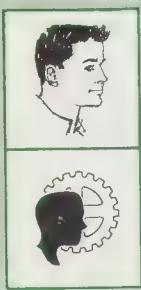
The International Farm Youth Exchange brings youth from other lands to learn the democratic way of life by living it. American youth, in turn, go to live and share experiences with families abroad. Since 1948, more than 4,000 young men and women have participated in the two-way exchange involving 70 countries.

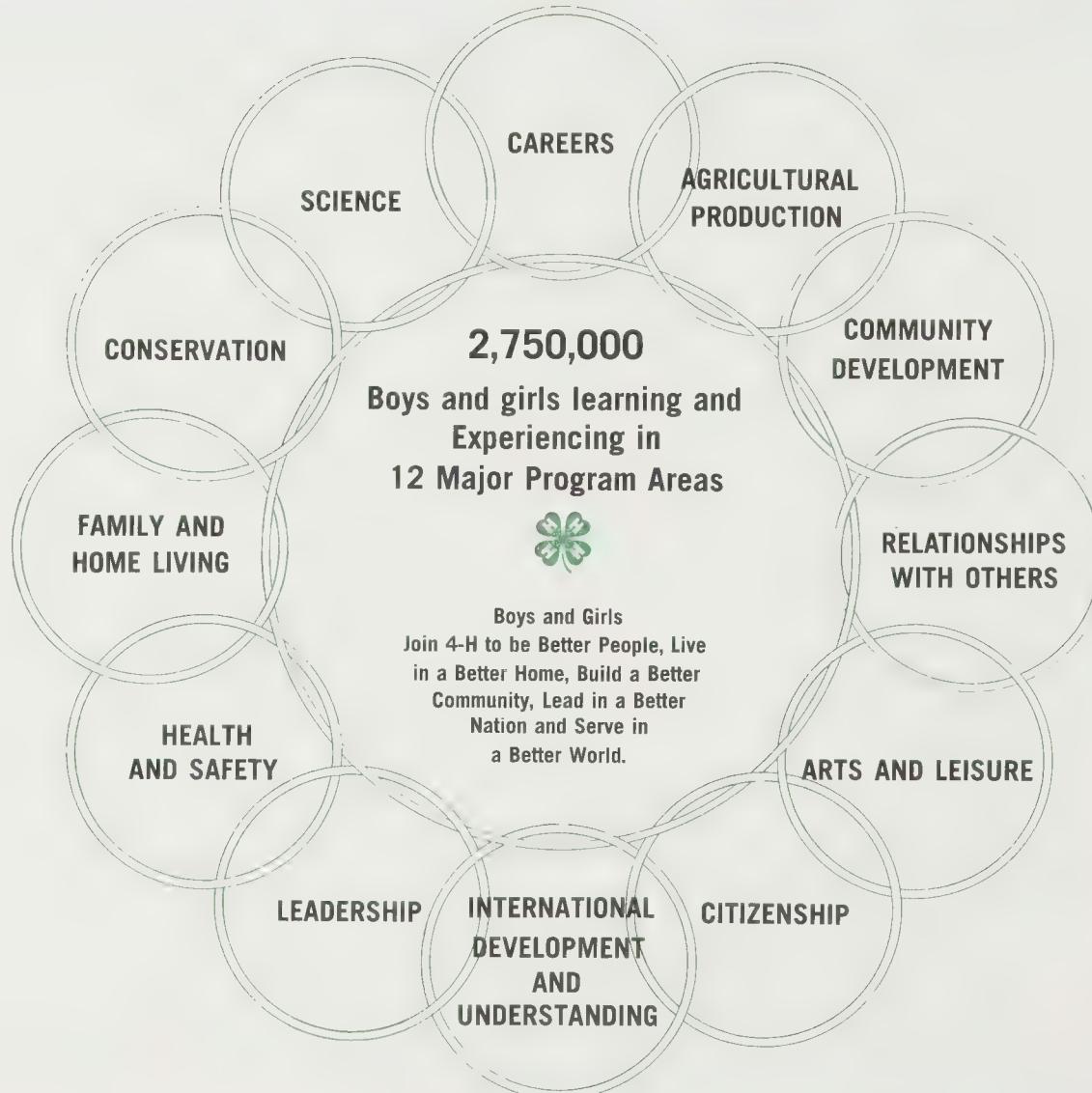
Presenting THE WORLD OF 4-H



Symbols for Progress Today and Tomorrow

The Many Faces of 4-H





Explore Careers and Improve Employability

4-H improves the employability of youth through useful work projects, by teaching positive attitudes toward work, by stressing the importance of marketable skills and credentials, and by helping youth to explore a wide range of educational and career possibilities.

Nearly all of the 4-H projects and associated activities are referred to as project work. Each provides an opportunity for sampling many work-related situations and brings young people into direct association with experienced adults engaged in related activities. Each project also has built-in stages of proficiency and challenge. These educational projects are the code around which "learning by doing" experiences are built. The typical 4-H participant enrolls in three projects per year. Overall, 4-H'ers are enrolled in 7,000,000 projects annually.

Modern business, industry, agriculture, education and social services require specific occupational skills. 4-H participants explore the increasing range of opportunities in varying types of educational institutions and training programs. Through career exploration projects, older 4-H members, with the help of interested adults, become more proficient in managing their own occupational and educational development.

Approximate Annual 4-H Project Enrollment:
Special Career Programs 85,000

Acquire Knowledge of Science and Scientific Methods



4-H helps youth develop a spirit of inquiry, teaches current technical information, scientific principles, how to experiment and apply knowledge in useful ways.

Today's generation is learning to adapt to the scientific age. The marvels of discovery are bursting out in every scientific and technological field. 4-H is accepting the challenge to update and enrich programs with emphasis on science. More research-like phases are being incorporated into 4-H projects to stimulate young people in developing a sense of curiosity and inquiry. 4-H members are being encouraged to learn the "why's" as well as the "how's" of the work and experiments they carry out.

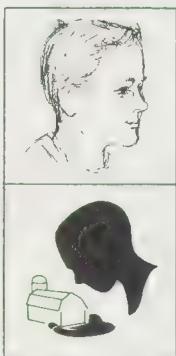
Modern 4-H projects include more phases of science in home, animal science, plant science, natural science, mechanical science and technology.

Approximate Annual 4-H Project Enrollment:

Electric	168,000
Entomology and Plant Pathology.....	82,000
Special Science	30,000
Photography	70,000
Veterinary Science.....	Expanding New Programs
TV Science	Expanding New Programs



Learn Agricultural Production and Management Principles



4-H youth learn improved production, management, and marketing principles, and to recognize the interrelationships among segments of our economic community.

4-H agricultural production projects effectively combine work, science, and opportunities to experience management responsibilities. Extension 4-H programs include production of livestock, dairy and poultry, and utilization of farm machinery. They provide basic experiences in sciences and economics associated with the production of food and fiber. Many 4-H youth will find their future occupations as farm operators or as leaders in agriculturally-related occupations at home and around the world.

Marketing of products resulting from 4-H projects, and 4-H projects in marketing, help youth understand the American competitive enterprise system. The 4-H Town and Country Business project provides groups of older boys and girls opportunity to study marketing systems more intensively.

Approximate Annual 4-H Project Enrollment:

Beef.....	161,000	Sheep	57,000
Dairy	107,000	Swine	105,000
Field Crops	108,000	Tractor	55,000
Farm Management	13,000	Garden and Fruits.....	195,000
Poultry	74,000	Town and Country Business	19,000

Value and Conserve Natural Resources

4-H enhances youth's understanding of and appreciation for the beauty of the natural environment, the importance of conservation and wise use of natural resources.

4-H youth, wherever they live, are concerned with the natural environment. Projects in soil and water conservation, forestry, wildlife and entomology provide opportunity for 4-H members to learn about natural sciences and put such knowledge to practical use. Conservation education is an integral part of 4-H camps, local 4-H meetings, and special conferences.

4-H members in every state are participating in the Youth for Natural Beauty Program. During the past year over 175,000 4-H'ers have been actively involved in clean-up and beautification.

Almost all of the 95,000 4-H Clubs conducted some beautification and conservation activities as a part of the community service phase of their local 4-H programs.



Approximate Annual 4-H Project Enrollment:

Conservation	240,000
Home Grounds and Flower Gardens	154,000

Engage in Community Development



4-H provides opportunities for young people to learn concepts of community development, to mobilize their energies and participate in community improvements, community service, and beautification projects.

Youth, and those concerned with youth, need to be involved in the discussion and decision-making processes of community development. Youth can and do contribute to community development as well as being among the prime beneficiaries. 4-H'ers benefit by helping make their own community a better place to live. They benefit by learning how people must work together to improve conditions—whether these be related to natural resources, community facilities and services, increasing job opportunities, or providing a helping hand to those with special needs.

One of the ways 4-H young people gain first-hand experience is through service. Study and action programs help young people know about the community in which they live and the impact it has on their lives. As they gain experience, they develop skills in community leadership and learn how institutions in the community and larger areas are interrelated.



**Approximate Annual 4-H Project Enrollment:
Community Study and Service 682,000**

Improve Family and Home Living

4-H helps youth gain knowledge, skills, and understanding in money management, home improvement, food and nutrition, consumer purchasing, and clothing for better family living, and to gain an appreciation for one's family and home.

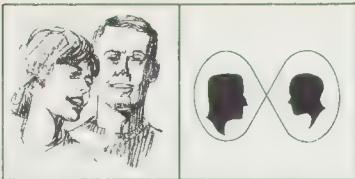
Much of the 4-H program is centered in the home, where projects for boys and girls are tailored to fit the family's circumstances and interests. 4-H members of all income levels develop knowledge and abilities which make for happier family life and more comfortable homes, now and in the future.

Home-centered project work teaches young people to make and carry out decisions relating to the use of personal and family resources. This provides an important basis as they move toward the time when they will be establishing homes of their own.

Approximate Annual 4-H Project Enrollment:

Clothing	703,000
Foods and Nutrition	670,000
Home Improvement	198,000
Home Management	127,000





Create Desirable Relationships with Others



4-H youth gain a sense of personal identity and develop competence in human relationships with family, other youth, adults, and those of varying cultural backgrounds.



An important part of 4-H participation is learning to get along well with others. This involves developing group relation skills in families, communities, 4-H and other situations. At the same time, participation in worth-while 4-H activities helps youth gain a sense of personal identity and individual worth.

4-H is a co-educational program and helps young people learn to get along with one another. Because youth of a wide age range, as well as adults, participate in 4-H, members learn to share in activities with young people of varying ages and develop adult friends with whom they can communicate. 4-H helps youth develop healthy personalities and behavior patterns, a pride in themselves and responsibility for cooperation with others.

Approximate Annual 4-H Project Enrollment:
Personal Development 349,000
Family Life and Child Care 107,000

Promote Safety, Health, and Fitness

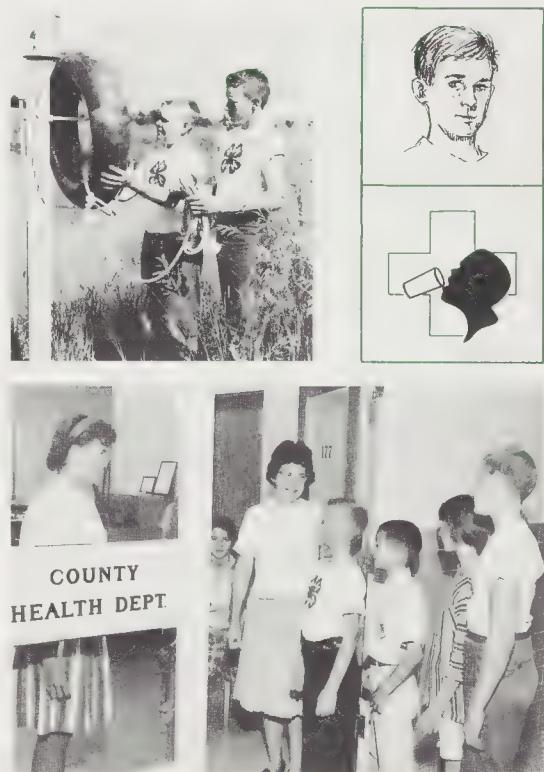
4-H young people promote physical well-being through vigorous nutrition education programs, health and safety projects and activities, and in concerted efforts to improve community health services for youth.

The concern for health has been a part of 4-H since its beginnings. The Health "H" focuses attention on improving the health of the 4-H participant as well as group action to help improve health in the community. Through 4-H education programs, young people learn proper health habits and facts on which they may base personal health decisions. They learn nutritional properties of foods and the importance of selecting well-balanced diets. They take part in physical fitness programs.

4-H safety education programs include safety in the home, in recreational activities, at work and on the farm. 4-H members take training in first-aid and emergency preparedness. Older 4-H boys and girls stress safety in their automotive projects.

Approximate Annual 4-H Project Enrollment:

Automotive	52,000
Safety and Emergency Preparedness	448,000
Health	474,000



Appreciate Cultural Arts and Use Leisure Creatively

4-H develops attitudes and skills in youth for creative use of leisure time through art, music, drama, reading, hobbies, outdoor recreation, and other cultural enrichment programs.



The choices made in using leisure hours, as well as working time, determine the quality of living today. All indications point to more leisure time for most individuals in the next generation, thus 4-H programs include a balance of work and leisure education opportunities.

4-H members learn to conduct their own recreational programs in 4-H meetings. They sing together, take part in musical programs, and present skits and plays. 4-H'ers are encouraged to make greater use of libraries and take part in numerous sports and outdoor recreation activities. They also find ways to share their creativity with others.

Approximate Annual 4-H Project Enrollment:

Recreation and Arts and Crafts	670,000
Woodworking and Other Engineering	107,000
Horse and Other Livestock	228,000
Miscellaneous Projects	533,000



Increase Leadership Competence



4-H provides leadership development opportunities for youth to actively participate in groups, share committee tasks, present talks, conduct meetings and events, and share responsibilities in local, county, area and state activities and training programs.



4-H Clubs operate on the principle that all members need experience in performing leadership tasks. In the more than 95,000 local 4-H Clubs, even the youngest members are appointed to committees, are helped to develop their leadership for specific activities and take part in club meetings. More experienced members become activity or committee chairmen. Each club elects its own officers. Because a new group of officers is elected each year, more members receive the training and experience in guiding and strengthening their own 4-H programs.

More than 150,000 4-H junior or teen leaders throughout the nation work with 4-H officers and take responsible positions in cooperation with adult volunteer leaders. They help teach other members, give leadership to club activities and service projects, and they share in planning and conducting county 4-H programs.

Approximate Annual 4-H Project Enrollment:

Teen Leaders	142,000
Public Speaking	136,000

Become Responsible Citizens



4-H aids youth to become more responsible citizens, learn the principles of self-government, study government and citizenship roles, and develop a system of personal values.

The whole of 4-H has as its broad purpose the development of creative and productive citizens. Added to the many ways 4-H helps in citizenship development, special attention is given to citizenship roles and the system of personal values necessary for maintaining and improving self-government.

4-H'ers study local, county, state and federal governmental processes. They become acquainted with legislators and administrators carrying out responsibilities of government. They study the procedures for translating ideas into action and laws.

In addition to studying county and state government, older 4-H members take part each year in 4-H Citizenship Short Courses in the Nation's Capital.



Approximate Annual 4-H Participation:

Citizenship Activities	2,250,000
Young Citizens in Action Programs	95,000

Share in International Development and Understanding



4-H youth share in educational, economic and social development of people and countries and help build understanding around the world through sharing resources, exchanges of persons, ideas, and technology.

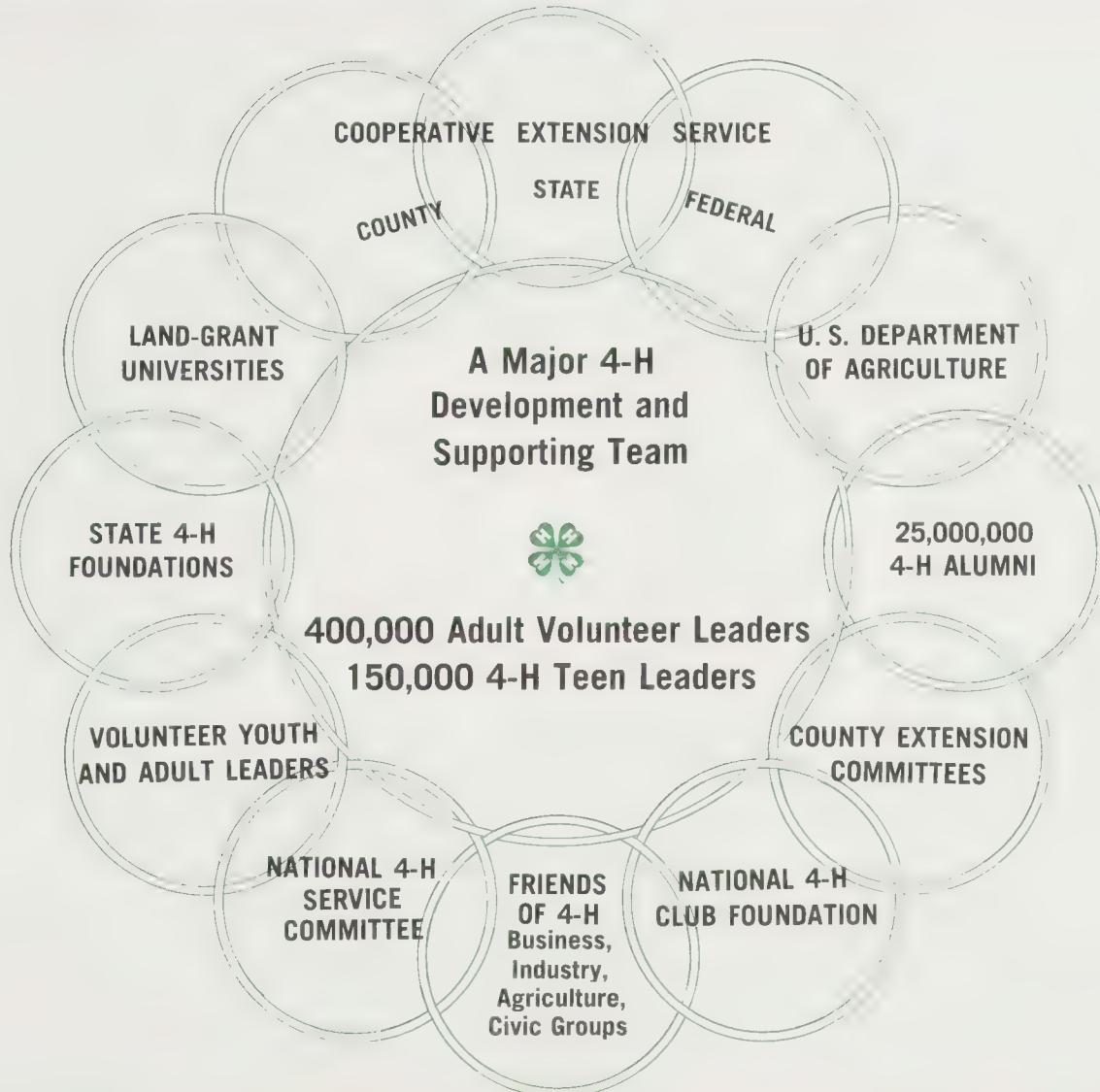
The 4-H concept of "learn by doing" has been exported to 75 countries around the world. The membership in 4-H and 4-H type organizations now approaches eight million young people. Much of the rural youth work goes on in the less developed countries where club members are learning new methods of agricultural technology and nutrition. Like American 4-H'ers of several decades ago, they are helping to bring these new ideas to their parents.

U.S. 4-H'ers are actively involved in the growth of their 4-H counterpart clubs abroad. Through the 4-H exchange programs, young men and women are able to observe and support the progress of rural youth work. Also supporting rural youth programs is the 4-H Peace Corps.

Through special study and service programs, U.S. 4-H'ers from coast to coast have added a new international dimension to their lives.



Approximate Annual 4-H Participation:
4-H International Activities 270,000





THE 4-H PLEDGE

I pledge . . .

my **HEAD** to clearer thinking,
my **HEART** to greater loyalty,
my **HANDS** to larger service,
and
my **HEALTH** to better living.
for my club,
my community
and my country.

The 4-H youth education program of the Cooperative Extension Service is conducted through the joint efforts of the U.S. Department of Agriculture, the Land-Grant Universities, county governments and volunteer leaders. Additional support is provided by friends of 4-H—business, industry, agricultural and civic groups.







